

# Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

## November

### American Diabetes Month

#### November 14, World Diabetes Day

American Diabetes Month was established to communicate the seriousness of diabetes and the importance of proper diabetes control. Diabetes is a fast growing public health problem. Over 400,000 Missouri adults, aged 18 or older, have been diagnosed with diabetes. About one-fourth of all Missourians with diabetes are unaware they have it. For many, the diagnosis for diabetes may come seven to ten years after the onset of the disease. That is why it's so important for people to get screened to find out if they have diabetes and if they do, begin treatment to keep it under control.

Diabetes is a life-threatening condition, but healthy choices can help people live with the disease and avoid or delay many of its complications such as heart attack, stroke, amputation, and kidney disease. Most people with diabetes can manage their disease and enjoy a good quality of life.



World Diabetes Day is the primary global awareness campaign for diabetes. It is celebrated each year on November 14 to mark the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1922. World Diabetes Day is a campaign that each year features a theme chosen by the International Diabetes Federation to address issues facing the global diabetes community. More information on yearly themes for World Diabetes Day can be found at <http://www.worlddiabetesday.org/en/the-campaign/about-0>.

### Suggested Activities:

- Recruit local physicians to post the *Live Like Your Life Depends On It* Diabetes poster in their offices. Share pre-diabetes and diabetes screening guidelines with physicians to encourage them to screen their patients exhibiting risks for diabetes, including children and adolescents. Offer to provide them with diabetes information to share with their patients who are diagnosed with pre-diabetes or diabetes. Let them know about <http://www.betterdiabetescare.nih.gov/>, a site designed to help health care professionals make a difference in the way diabetes is treated and prevented. Missouri's Consensus Screening Guidelines for Pre-diabetes and Diabetes in a Medical Setting can be found at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/pdf/FinalScreeningGuidelines.pdf>. Information on diabetes and pre-diabetes is available from the Missouri Diabetes Prevention and Control Program at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/publications.php> or from the National Diabetes Education Program at <http://ndep.nih.gov/diabetes/WhatIs/WhatIs.htm>.



## Lung Cancer Awareness Month Great American Smokeout\*

Lung cancer causes more deaths every year than do colorectal, breast, cervical, and prostate cancers combined. Tobacco use is the leading cause of lung cancer. Despite the fact that lung cancer most frequently affects older people, the population most at risk for eventually developing lung cancer is current smokers. More than 90% of lung cancers could be avoided by not smoking. Preventing the start or stopping the use of tobacco could nearly eliminate lung cancer.

According to American Cancer Society Cancer Facts and Figures 2008, Missouri had 5,560 lung cancer cases and 4,140 lung cancer deaths. Another 6,000 Missouri residents die each year from other smoking-related diseases such as heart disease and stroke.



During the Great American Smokeout, the American Cancer Society urges all Americans using tobacco to stop using for the day and become aware of the many support methods available to help stay quit for good. Tobacco use is the single largest preventable cause of disease and premature death in the United States. Missouri has one of the highest smoking rates in the nation. If we could help more people stop smoking, or never start in the first place, Missouri would see fewer smoking-related deaths.

### Suggested Activities:

- Encourage local businesses to make the Great American Smokeout part of an employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities, and healthy diet counseling for smokers trying to quit and for nonsmokers. Screenings should include appropriate referral and follow up. This could be done in coordination with a Federally Qualified Health Center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use one of the *Live Like Your Life Depends On It* posters, Be Tobacco Free or Quit Smoking, to advertise the program or distribute the Be Tobacco Free message card to employees along with free information on lung cancer from the American Cancer Society.
- Ask local physicians to post the *Live Like Your Life Depends On It* posters, Be Tobacco Free or Quit Smoking, in their offices. Encourage physicians to identify their patients who smoke and provide them with information on Missouri's Tobacco Quitline. More information on Missouri's Tobacco Quitline can be found at <http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/index.php>.
- Display the *Live Like Your Life Depends On It* Be Tobacco Free or Quit Smoking posters in local barber and beauty shops, grocery stores (especially near tobacco products), senior centers, etc.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

For more information on Lung Cancer Awareness Month	For more information on Lung Cancer
<p>Lung Cancer Alliance 1747 Pennsylvania Avenue NW, Suite 1150 Washington, DC 20006 800-298-2436 Lung Cancer Information Line 202-463-2080 <a href="http://www.lungcanceralliance.org/involved/lcam_month.html">www.lungcanceralliance.org/involved/lcam_month.html</a></p> <p>American Cancer Society <a href="http://www.cancer.org/docroot/CRI/CRI_2x.asp?sitearea=&amp;dt=16">www.cancer.org/docroot/CRI/CRI_2x.asp?sitearea=&amp;dt=16</a></p>	<p>Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2845 573-522-2899 Fax <a href="http://health.mo.gov/living/healthcondiseases/chronic/chronicdisease/cancer.html">http://health.mo.gov/living/healthcondiseases/chronic/chronicdisease/cancer.html</a></p>
Local Offices:	
<p>Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 573-334-9197 573-334-5115 Fax</p> <p>Columbia 1900 N. Providence Rd., Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax</p>	<p><b>For more information on Tobacco Cessation</b></p> <p>Tobacco Use Prevention and Cessation Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 866-726-9926 Toll Free 573-522-2820 <a href="http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/index.php">http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/index.php</a></p>
<p>Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax</p> <p>Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax</p>	<p><b>For more information on Great American Smokeout</b></p> <p>American Cancer Society 250 Williams Street NW Atlanta, GA 30303 800-ACS-2345 (227-2345) <a href="http://www.cancer.org/docroot/subsite/greatamericans/smokeout.asp">www.cancer.org/docroot/subsite/greatamericans/smokeout.asp</a></p>
<p>Springfield 3322 S. Campbell Ave. Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax</p> <p>St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax</p>	

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

\* The exact date for the Great American Smokeout can be found at <http://www.healthfinder.gov/nho/>.